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October 25, 2007

Ms. Elizabeth O'Donnell, Executive Director  
Kentucky Public Service Commission  
P. O. Box 615  
Frankfort, KY 40602-015

RE: PSC Administrative Case No. 2006-00357

Dear Ms. O'Donnell:

Please find enclosed the original and four (4) copies of our company's proposed consumer education plans on the new 364 area code region that will be assigned in the far western part of the existing 270 area code in accordance with the May 31, 2007 order in PSC Administrative Case No. 2006-00357.

Should you have any questions, please feel free to contact me.

Sincerely,

F. Thomas Rowland  
President and CEO

Enclosures

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COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

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COMMISSION

In the Matter of:

AREA CODE EXHAUSTION ) PSC ADMINISTRATIVE  
AND RELIEF ) CASE NO. 2006-00357

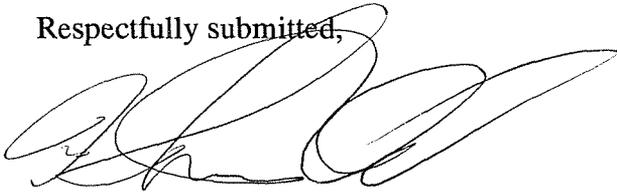
**NORTH CENTRAL TELEPHONE COOPERATIVE'S PROPOSED  
CONSUMER EDUCATION OF THE NEW 364 AREA CODE REGION  
IN THE COMMISSION'S ORDER DATED MAY 31, 2007**

Consumer Education:

North Central Telephone Cooperative customers should get significant exposure to the larger LEC's regional and statewide advertisements on the new 364 area code region. To supplement these statewide consumer education programs, North Central Telephone Cooperative's proposed education plan consists of two informational campaigns involving bill message inserts, posting information on our web site, business office posters and public service announcements using local media.

The initial campaign will begin simultaneously with the implementation of the six-month permissive dialing of the new 364 area code and the final campaign will begin one month prior to the implementation of mandatory dialing of the 364 area code.

Respectfully submitted,



F. Thomas Rowland  
President and CEO